



SXSW Marketing Opportunity

In partnership with SXSW, Cision PR Newswire is offering all SXSW exhibitors exclusive access to discounted news release distribution through the industry’s largest press release network.

REACH YOUR TARGET AUDIENCE USING CISION DISTRIBUTION BY PR NEWSWIRE



Brands looking to exceed their marketing and communications objectives rely on Cision PR Newswire. From building awareness and generating media coverage, to guiding conversations and acquiring new audiences, our network and flexible distribution options can help you reach your goals.

Share your story

Send your news to more than 4,000 websites, nearly 3,000 media outlets and 39k+ journalists through PR Newswire for Journalists and get actionable insights with Visibility Reports’ performance and audience engagement data.



Get earned media & Influencer attention

We deliver to editorial systems and newsrooms of major media organizations—a direct pipeline that online-only providers just can’t offer. And via **PR Newswire for Journalists**, we connect brand messages with influential journalists — with 39,000+ active members — who have specifically requested to see news in your industry.

Attract new audiences with online syndication

Share your content across our industry-leading, online syndication network, which includes big names such as Newsweek, BuzzFeed, Entertainment Weekly, CNET, CNBC and Business Journals that attract a large viewership.



MODERNIZE YOUR DISTRIBUTION STRATEGY FOR SXSW



Sending an email blast to your current contacts, or simply relying on your presence at SXSW to get booth traffic and leads is a thing of the past. Today's communication efforts require a multi-channel strategy.

Our expansive network targets and delivers content to salient media outlets, influencers, trade publications and websites. Our credibility, digital authority and technology help to garner more media coverage and are proven to drive more online visibility and boost search engine results.

WEBMAX
(online only)

\$375

one time cost
(30% SXSW Discount)

- Distribution to 2500+ websites
- Unlimited Words
- Visibility Reports showing how release performed

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TEXAS STATE
(Texas state media + online)

\$440

one time cost
(30% SXSW Discount)

- Distribution to 4000+ websites
- 39,000+ Journalists on PR News-wire for Journalists
- Media outlets in Texas only
- 600 word count limit*
- Visibility Reports showing how release performed

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US1 NATIONAL NEWSLINE
(All US points) **Best Value**

\$795

one time cost
(40% SXSW Discount)

- Distribution to 4000+ websites
- 39,000+ Journalists on PR News-wire for Journalists
- 3,000 Media outlets all over the US
- 600 word count limit*
- Visibility Reports showing how release performed

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Questions? Contact our Cision PR Newswire representatives at sales@vpoinc.com or +1-973-783-7787, Opt. 0.